

ORDER**KSNV****Orders**

Order / Rev: **101884**
 Alt Order #: **06815345**
 Product Desc: **OCEGUERA 4 CONGRESS**
 Estimate: **1184**
 Flight Dates: **09/25/12 - 10/01/12**
 Original Date / Rev: **05/21/12 / 10/01/12**
 Order Type: **GENERAL**

Primary AE: **Amy McCreary**
 Sales Office: **BLPHI**
 Sales Region: **National**

Agency

Name: **GMMB, Inc./ Washington D.C.**
 Buying Contact: _____
 Billing Contact: _____

 Washington Harbor
 Washington, DC 20007

Billing Type: **Cash**
 Billing Calendar: **Broadcast**
 Billing Cycle: **EOM/EOC**
 Agency Commission: **15%**

Advertiser

Name: **Oceguera for Congress - ~~Revised~~**
 Demographic: **A35+**
 Product Codes: **PLC02**
 Priority: **SELECT PRIORITY CODE**
 Revenue Codes: **POLITICAL/AGY, PCAN, GEN**

New Business Thru: _____
 Order Separation: **00:05:00**
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	28	\$20,870.00	\$17,739.50
10/01/12	10/01/12	7	\$8,425.00	\$7,161.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	28	\$20,870.00	\$17,739.50	0.00
October 2012	7	\$8,425.00	\$7,161.25	0.00
Totals	35	\$29,295.00	\$24,900.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$29,295.00
Market	100%	\$146,475.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$38,083.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$30,759.75
KTUD	1%	\$1,464.75
KVVU	22%	\$32,224.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$14,647.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$625.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

Order / Rev: 101884
 Alt Order #: 06815345
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Ocegura for Congress
 Product Desc: OCEGUERA 4 CONGRESS
 Estimate: 1184
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$625.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$325.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KSNV	09/25/12-10/01/12		M-F 5-6a WakeUp w/Wagner	5-6a		MTWThF----	:30	\$300.00		0.00	NM			
2	KSNV	09/25/12-10/01/12		M-F 5-6a WakeUp w/Wagner	5-6a		MTWThF----	:30	(\$325.00)		0.00	NM			
See MG 1.3															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/25/12-09/28/12		M-F 5-6a WakeUp w/Wagner	5-6a		-TWThF----	:30	\$325.00		0.00	NM			
Ⓜ MG for 1.2 09/27															
[Revised Rate to Reinstate]															
E 2	KSNV	09/25/12	10/01/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$650.00	1	0.00	NM	3	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	3		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KSNV	09/25/12-10/01/12		M-F 6-7a WakeUp w/Wagner	6-7a		MTWThF----	:30	\$700.00		0.00	NM			
E 3	KSNV	09/25/12	10/01/12	Today Show	CM	658a-9am	MTWTF--	:30	3	\$850.00	1	0.00	NM	3	\$2,300.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	3		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KSNV	09/25/12-10/01/12		Today Show	658a-9am		MTWThF----	:30	\$600.00		0.00	NM			
E 4	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF	CM	5a-459a	-----S-	:30	1	\$225.00	3	0.00	NM	1	\$225.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$225.00		0.00						
E 7	KSNV	09/25/12	10/01/12	M-F Today Show II 3rd Hr	CM	9-10a	MTWTF--	:30	1	\$350.00	1	0.00	NM	1	\$350.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	1		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
2	KSNV	09/25/12-10/01/12		M-F Today Show II 3rd Hr	9-10a		MTWThF----	:30	(\$350.00)		0.00	NM			
See MG 7.3															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3 KSNV 09/25/12-09/28/12 M-F Today Show II 3rd Hr 9-10a -TWThF----- :30 \$350.00 0.00 NM															
Ⓜ MG for 7.2 09/26															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 8	KSNV	09/25/12	10/01/12	M-F Today Show III 4th Hr	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$325.00		0.00						

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	KSNV	09/25/12	10/01/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$325.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/25/12-10/01/12		M-F Today Show III 4th Hr		10am-11am	MTWThF----	:30		(\$325.00)		0.00	NM		
See MG 8.3,8.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/25/12-10/01/12		M-F Today Show III 4th Hr		10am-11am	MTWThF----	:30		(\$325.00)		0.00	NM		
See MG 8.3,8.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/25/12-09/28/12		M-F Today Show III 4th Hr		10am-11am	-TWThF----	:30		\$325.00		0.00	NM		
Ⓜ MG for 8.2,8.1 [Revised Rate to Reinstate]															
4	KSNV	09/25/12-09/28/12		M-F Today Show III 4th Hr		10am-11am	-TWThF----	:30		\$325.00		0.00	NM		
Ⓜ MG for 8.2,8.1 [Revised Rate to Reinstate]															
E 10	KSNV	09/30/12	09/30/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$175.00		0.00			
E 11	KSNV	09/25/12	10/01/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$450.00		0.00			
E 12	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$600.00		0.00			
E 13	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,425.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/25/12-10/01/12		NEWS 3 at 4 (1 HOUR)		4-5pm (4:30 PM-5:00 PM)	PMTWThF----	:30		\$725.00		0.00	NM		
E 14	KSNV	09/25/12	10/01/12	M-F Early News M-F-Early-News	CM	5-630p	MTWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$3,900.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					4	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	09/25/12-10/01/12		M-F Early News		5-630p	MTWThF----	:30		\$900.00		0.00	NM		
E 15	KSNV	09/25/12	10/01/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/25/12-10/01/12		M-F Jeopardy		630-7pm	MTWThF----	:30		(\$1,000.00)		0.00	NM		
See MG 15.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/25/12-09/28/12		M-F Jeopardy		630-7pm	-TWThF----	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 15.1 09/28 [Revised Rate to Reinstate]															
E 19	KSNV	09/25/12	09/25/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----		1				\$3,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/24/12-09/30/12		Tues PR 10-11p		10-11pm		-T-----	:30	(\$3,200.00)		0.00	NM		
	See MG 19.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE														
2	KSNV	09/25/12-09/25/12		Tues PR 10-11p		10-11pm		-T-----	:30	\$3,200.00		0.00	NM		
	Ⓜ MG for 19.1 09/25 [Revised Rate to Reinstate]														
E 20	KSNV	09/28/12	09/28/12	Fri PR 9-10p	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
	Friday Prime 9-10pm														
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--		1				\$2,600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/24/12-09/30/12		Fri PR 9-10p		9-10pm		----F--	:30	(\$2,600.00)		0.00	NM		
	See MG 20.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE														
2	KSNV	09/28/12-09/28/12		Fri PR 9-10p		9-10pm		----F--	:30	\$2,600.00		0.00	NM		
	Ⓜ MG for 20.1 09/28 [Revised Rate to Reinstate]														
E 21	KSNV	09/25/12	10/01/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,300.00
	M-F News 3 at Eleven														
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		2				\$1,100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/25/12-10/01/12		M-F News 3 at Eleven		11pm-1135pm		MTWThF----	:30	\$1,200.00		0.00	NM		
E 22	KSNV	09/25/12	10/01/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
	Tonight Show														
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--		1				\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/25/12-10/01/12		The Tonight Show		1135p-1237a		MTWThF----	:30	(\$425.00)		0.00	NM		
	See MG 22.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE														
2	KSNV	09/25/12-09/28/12		The Tonight Show		1135p-1237a		-TWThF----	:30	\$425.00		0.00	NM		
	Ⓜ MG for 22.1 09/25 [Revised Rate to Reinstate]														
N 23	KSNV	09/25/12	09/28/12	M-F Wheel	CM	7-730pm	-TWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
	M-F Wheel of Fortune														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--		1				\$1,000.00		0.00			
N 24	KSNV	09/29/12	09/29/12	Wknd Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
	SAT/ Wheel of Fortune														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$500.00		0.00			
N 25	KSNV	10/01/12	10/01/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
	Monday Prime 8-10pm														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$4,000.00		0.00			
N 26	KSNV	09/25/12	09/28/12	Last Call w/Carson Daly	CM	136-205am	-TWTF--	:30	1	\$40.00	3	0.00	NM	1	\$40.00
	Last Call w/Carson Daly														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--		1				\$40.00		0.00			
N 27	KSNV	09/29/12	09/29/12	Open House NYC	CM	130-330am	-----S-	:30	1	\$30.00	3	0.00	NM	1	\$30.00
	Open House NYC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$30.00		0.00			

Advertiser:	Oceguela for Congress
Product Desc:	OCEGUERA 4 CONGRESS
Estimate:	1184

KSNV

Totals	35	\$29,295.00
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